

THE 7 GOLDEN RULES TO REPLACING YOUR WINDOWS

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...SO YOU DON'T GET BURNED

The 7 Golden Rules To Replacing Your Windows ...So You Don't Get Burned

By Joe Kelemer

I don't often quote statistics but this is one of those findings that grabbed my attention several years ago and never let go ...

In a survey of homeowners – get this! – 8 out of 10 agree with the statement: “The higher the price, the higher the quality.”ⁱ

Jaguar, Tiffany's and Rolex have made quite a bit of money by appealing to the “it's expensive so it must be good” syndrome. Don't get me wrong! They should charge a premium. They have excellent craftsmanship and world-class service to justify higher prices.

Unfortunately, the same cannot be said among window replacement companies.

But that doesn't seem to stop companies from trying to demand exorbitant prices from naïve homeowners just so the salesman can buy a bigger boat for himself! Or, just as shameful, others offer ridiculously low prices on the Internet (Only \$189! Today Only!) just to get your attention and then hit you with fees, surcharges and other costs hidden in the fine print!

It should be criminal!! I'm sure I see it far more often than most people and as you can tell I get pretty worked up about it. That's why I want to share this e-book with you so you have ALL THE FACTS you need to make the best decision FOR YOU about your replacement windows.

First, let me give you some cold, hard truths...

1. You cannot buy a window for only \$189.

This is similar to "Bait & Switch" advertising.

2. \$1,000 window prices are a rip-off!

No window should cost that much.

3. "One-Day Special Deals" are a scam!

This is the oldest trick in the book.

My goal in this short book is to educate you about replacement window so you know what to look for in a good window company – and what watch out for.

We will reveal to you the secrets that some window companies use to rip you off, like bait and switch advertising, and so-called special deals that are designed to take advantage of you.

Why would I reveal some of the darkest secrets in our industry? Because I am sick and tired of good, honest, hard-working people getting duped by competitors whose only interest is making money for themselves. And at the end of the day, when you have all the information to make a smart decision about your replacement windows I honestly hope you choose us. Either way, you get...

A Lifetime of Enjoyment

If you can get the right window installed by the right company (whether it's us or someone else) you will enjoy a lifetime of benefits from your new replacement windows.

Make no mistake about it: replacement windows are a great investment. They can:

- Enhance the beauty of your home
- Increase energy efficiency
- Reduce your heating and a/c bills
- Add value to your home
- Increase curb appeal

So, sit back and enjoy this information and learn all about replacement windows. This information can save you thousands of dollars, and lots of headaches, on the purchase of replacement windows.

Here Are My **7 Golden Rules** to follow when replacing windows:

GOLDEN RULE #1:

You cannot buy a window that is completely and properly installed for only \$189 or less.

You see ads online, in the mail, and on TV that say you can buy a window for \$189. Even \$99. This is simply not true. A complete window installation will cost a whole lot more.

Here's how it works:
They "bait" you with a low advertised price in order to get into your home, then "switch" you to a higher price when they give you the estimate. This is teetering on "bait and switch" advertising, which is illegal.

A lot of contractors who I have personally worked with over the years believe that the \$189 price is **misleading** because it represents only a partial window installation.



Ask for details? Why should you have to ask for details?
Reason: To get you hooked on the bait and then add on the real costs of removing the old windows, installing trim, upgrading to Energy-Star glass, and hauling the old window to the trash. Remember, there's no such thing as a \$189 window.

It's NOT the most complete and proper installation that you need and can get.

Here's the truth: The \$189 price is just the window set into the opening of a home. **It does not include the vinyl trim wrap** that covers the gaps around the window to keep the wind and rain from coming in around the window.

They'll charge extra for that trim, even though you must have it for a truly complete and proper window installation. Most reputable contractors include this trim as part of the standard installation of a window.

The \$189 price **does not include the Energy Star glass** that saves you money on your heating and cooling bills. **They'll charge extra for that too --** even though you must have that glass to have an energy-efficient window.

The \$189 price does not include removing the old storm windows so the old wood windows can be removed. That's another add-on when you get the bill.

They will even charge extra to haul away the old windows and the trash.

By the time they charge you for everything that you must have to get a complete window installation, the real price for that \$189 window is **almost \$300!** And that's for their cheapest window!

GOLDEN RULE #2:

You don't have to pay \$1,600, \$1,200 or even \$1,000 for ONE window.

High prices like that are a rip-off and should be illegal.

Believe it or not, there are companies that will try to convince you that their windows are worth **\$1,200 - \$1,600 each**. We are not kidding. They will actually have the nerve to say it to your face!

What our customers are saying...

"Very Ethical, responsive, trustworthy, honest, and the work they did was excellent. Great Quality and value. I have owned 2 houses and used them twice.

Highly recommended, if for no other reason, **they will NOT take advantage or rip you off!**

Excellent, no complaints.

They even redid some caulking for me, a couple of years after install, at no additional charge!"

- Stutman

This is ridiculous! There is not a window manufactured anywhere that costs that much.

And companies that are trying to charge high prices like that are simply **trying to rip you off!** We don't know how else to say it. It happens every day and it's wrong.

Here's the dark secret: The company will send a highly trained commission salesperson into your home to give you a free estimate. Their goal is to conduct a 2–3 hour long “dog & pony” show to try to convince you that they have the greatest window in the universe.

Good windows today cost at least \$1,200. But for you, I can take 25% off...If you buy today!

Why? So they can justify their exorbitant prices. After 2–3 hours of demonstrating their window, they will tell you that the windows cost **\$1,200 - \$1,600 each! Really!**

BUT! They will give you a huge discount – usually 25% because...

- they need a “model home” in your neighborhood.
- they want to put a job sign in your front yard.
- they have a special sale going on.
- you are special people.
- it's the end of the month...sound familiar?



THERE IS ONLY ONE CATCH! You have to sign a contract **TODAY!** This special offer will NOT be available tomorrow. Or ever again. **TODAY ONLY!**

They will not only have the nerve to say that, they are specially trained to say it with a straight face!

With this huge discount, the slick salesman says, “you can get the windows for the low price of only \$1,000 each!” What do you do? That brings me to my next rule that I tell all my friends, neighbors and family members, which is this...

GOLDEN RULE #3:
NEVER let someone talk you into signing a
“Today Only” Contract.

This is the **oldest trick in the book** and should be a dead giveaway that something is wrong. If their special deal is so good, why won't it be there tomorrow?

The **truth is** that they are only trying to “lock” you into a contract, so that you will not get other estimates. They are hoping that if you have already signed a contract, you won't go to the trouble of getting other estimates.

Fact is, when you do get other estimates, you will find out that their “special deals” are just a **rip-off**.

This is what they do: they inflate their starting prices, their retail prices, and make them so high that they can give you 25%, or even 50% off and still make huge profits!

They are hoping that you will think you are getting a great deal if the discount is big enough. **“Half off”** sounds like a great deal! I admit that! But NOT if the original price is double what it should be to begin with.

Problem is, if you want this great deal you must sign the contract today! It seems that this great deal is only good for today.

The great deal won't be available tomorrow. (Are you kidding me?)

“Fantastic service, competitive price.”

“I asked three highly rated Angie's List companies to provide an estimate for the work. Gabriel Kelemer responded quickly, then came to my house to do the estimate. Kelemer Brothers were far more competitive on price than the competition, they were responsive, and Gabriel's estimate was straight forward and honest...”

“We scheduled an installation day for mid-week, the Kelemer installation team showed up exactly on time, removed the old windows and doors and installed new ones, cleaned everything up, and were gone all in about seven hours...”

“Fantastic service, competitive price, set a schedule and price and keep to it. I would certainly use these guys again and would recommend them to anybody.”

- Osborne

And isn't it amazing that this "One Day Only Sale" just happens to be the very same day that you have your appointment? What a coincidence!

THIS ONE SIMPLE RULE will save you thousands of dollars on the purchase of replacement windows: **NEVER** sign a contract if the deal is only good for that one day.

If someone uses the term "sign today", run, don't walk, **RUN AWAY!** Get some other estimates. And scratch that company off your list. They are trying to rip you off!



GOLDEN RULE #4:

Never buy anything from the first person who walks in the door.

Plan on getting a couple of estimates. Get two at a minimum, but three would be better.

The Better Business Bureau recommends that you get **two or three estimates** before you make a buying decision.

The Bureau will even give you a **list of qualified members in good standing** to get estimates from.

By getting a list from the Bureau, you already know

"I couldn't be more pleased..."

I called Mr. Kelemer earlier this afternoon and left a message describing the problem with a latch on my replacement windows...Sure enough, within 30 minutes, he came by my house and did the repair free of charge as promised.

This is an outstanding level of service and speaks to the quality of the company and their product. Who ever heard of a company offering 10+ year warranty on a product even after change of ownership and owner error! I couldn't be more pleased and strongly recommend this company without hesitation!

- Juni

who has a good performance record and who does not. This is better than just going through the Yellow Pages because anyone can advertise in the Yellow Pages without even proving that they know what they are doing.

One word of caution: do not get too many estimates. We have seen customers get six and seven estimates and they only wind up getting confused by too much information and they cannot remember who told them what. If you do, be sure to take good notes and include ALL the prices, fees, and other surcharges in the estimate.

GOLDEN RULE #5:
**Get referrals. Ask your friends what company they used
and are happy with.**

Word of mouth referrals are one of the best ways to find out about a company and the job that they can do. You trust your friends and you know they will tell you the truth about their experience, good or bad. **Fact is they have “been there – done that.”**

Your friends have been through the actual experience of dealing with a company and they can, and will, tell you one of two things: use that company, or don't use that company. There is rarely any middle ground.

And trust their judgment. If your friends are happy with the job a company did for them, give that company special consideration.

On the other hand, if your friends had problems with a particular company, forget about them and find someone else.



For more referrals check out AngiesList.com, where Kelemer Brothers is the only window replacement company in the Baltimore/D.C. area to receive a Super Service Award for the last 3 years!

GOLDEN RULE #6:

**Regardless of how you find out about a company,
be sure to check them out with the Better Business Bureau.**

You can call the Better Business Bureau or go online at: www.bbb.org. No matter how you do it – DO IT! Find out who you are dealing with.

I have heard people say that the Better Business Bureau does not do much. We disagree!

The Bureau may not be able to do anything about someone ripping you off after the fact, but they sure can **warn you about a company's track record** of bad behavior ahead of time. The last thing you want to learn is that a company you hired had a history of lying, deceiving and ripping other customers off. Protect yourself with a quick search at www.BBB.org.



Look for a company with an A+ rating on www.BBB.org.

The Bureau is a collection house where reports and complaints are stored. If a company has a history of doing bad work or ripping people off, they can warn you about that and you can get your estimates from someone else.

If you even think there is a problem with a company's history of performance, talk to someone else! Why would you waste your time taking a chance on a company that has had problems before?

Find a company that has a clean record with the Better Business Bureau. There are a lot of good companies out there.

GOLDEN RULE #7:

Get ALL the details.

Ask about other services and all the details of the complete job.

Does the company replace rotten wood and are there extra charges for that?

HINT: Rotten wood must be replaced to meet building codes and to do the job right. Many companies charge too much for this service, trying to make huge profits from it when it should be standard or at least cheap!

And watch out! Far too many companies will cut corners and cover-up rotten wood even though they charge you for fixing it. Here are 4 questions to ask:

1. Does the company conduct a **complete clean-up** and haul-away the old windows and are there extra charges for that? This should be standard and included in the job.
2. **Does the company charge extra** for other things that should be standard and included in the job, such as removing old storm windows and sealing the new window with insulation and caulking?
3. Will the salesperson, or any company representative, **show up on the day of installation**, or will you be left to deal with the work crew yourself? Does the crew speak English?
4. Will there be any **follow-up**? Will the company check on the windows and installation after the job is complete?

“Highly recommend Kelemer Brothers...”

“My experience was excellent. It was one of the best customer service experiences I have ever had. They literally replaced the panes for windows that I had not purchased from them for free.

“One of my other windows that I didn’t purchase from them was off track and they noticed that and just offered to fix it for free too. They also offered to caulk windows free of charge.

“They are absolutely a great company and I would highly recommend them. Gabrielle and Joe really stood behind their warranty.”

- Fialkoff

HUGE HINT: Get everything in writing. Everything!

When you get the answers to all of these questions, get those answers in writing so there will not be any misunderstandings later.

Usually, the salesperson who makes all the promises will disappear after the contract is signed and you are left to deal with a work crew that doesn’t have a clue what was said and what you were promised. **Protect yourself!** Get those promises and all the details in writing.

YES!

It is Possible to Replace Your Windows Right the First Time, Without Hidden Costs, Without Headaches or Poor Quality

As you can see, replacing your windows shouldn't be a hassle – nor should it cost you outrageous amounts of money. It should be easy, painless and satisfying!

It's one of the reasons why My brother Gabriel and I started our company back in 1999. As a family-owned business we wanted to provide good old-fashioned service with modern window technology to deliver an amazing experience!

Since starting the business, we have **installed nearly 50,000 new and replacement windows in the Maryland and DC area**. We don't use sales people. We don't pay commissions. Instead, we have built our reputation on honesty, integrity, reliability, professionalism and customer satisfaction.

We would love to talk with you about your windows too! You will only meet with myself or my brother. We don't use salespeople who are paid by commission. Why? Because we take the extra step to make sure you enjoy your new replacement windows. Whether you want to cut your energy costs ... reduce maintenance ... replace old, out-of-style windows ... or stop the leaks once and for all, we have the expertise you would expect and your neighbors have been relying on for years – ALL within your budget!

We're the ONLY window replacement company to offer:

- A Lifetime Glass Breakage Warranty.
- Lifetime Worry Free Window Warranty on Installation
- A 110% Price Assurance Guarantee (No Gimmicks!)
- Written Window Installation Process Guide
- 100+ current references

For a FREE No-Obligation Estimate call us at 410-299-0038.

I look forward to hearing from you.

Joe Kelemer, Co-Owner
Kelemer Brothers
www.KelemerBrothers.com

About Kelemer Brothers



Joe and Gabriel Kelemer

If you're thinking about installing replacement windows or a sliding patio door or a steel entry door but you aren't sure because you've heard or read about the high pressure sales tactics, disappointing results or worthless warranties - we understand.

My name is Joe Kelemer, my brother Gabriel and I own our company. We started our company in 1999 with one purpose: make every customer a customer for life.

We realize that you may be feeling a bit anxious while you look for a window installation company.

Most of our work comes from our clients who continually recommend us to other family members, friends and business associates.

We believe that this is the strongest evidence of our dedication to delivering quality window installations for our clients every time. In fact, we will provide you with a list of at least 100 recent clients and we strongly encourage you to call them and ask the tough questions.

If you are interested in energy efficient replacement windows backed by our Lifetime Worry Free Window Warranty then our team has the experience you would expect from a window installation company that has installed over 50,000 windows.

Windows is our business and many of our customers ask us to install a new sliding patio door or steel entry door to complement their new windows.

Every Window Installation Contractor *Will Say* They Have Experience.

The Kelemer Brothers have Successfully Installed Over 50,000 Replacement Windows since 1999

We *only install* new or replacement vinyl windows in the Baltimore and Silver Spring MD and DC area. We service Baltimore, Montgomery, Howard, Harford and Anne Arundel counties as well as Potomac VA.

We don't do remodeling or siding or anything else. We install more windows in a couple of weeks than most companies do in a year.

Installing windows requires constant learning to keep up with new materials, installation methods and processes that insure that your new windows will look great and deliver the energy efficiency and comfort you want.

We **provide each client** with our **detailed step-by-step process to install replacement windows**. Our process is continually updated for changes in materials and installation methods and it sets a standard that very few of our competitors can meet. You will know specifically what we are going to do for the price quoted.

Companies that do this as a sideline simply can't keep up. In addition, this isn't something you can learn by reading an article in a magazine or online. Training from the manufacturer is the best way to keep up. Joe and Gabriel spend time each month leaning about the latest innovations and then they train their crews.

We **strongly encourage** you to use our [Questions to Ask Every Window Installation Contractor Checklist](#) to evaluate every contractor you seriously consider so you don't make the mistake of hiring someone that is learning on your dime. Also, please review our [Frequently Asked Questions \(FAQ\)](#) for more information about The Kelemer Brothers.

MHIC# 39850

Corp. #120138

Member of BBB of Maryland with an A+ Rating

Volunteer Firefighter Baltimore County

ⁱ Roger A. Kerin and Robert A. Peterson, "Crestfield Furniture Industries, Inc. (A)," Strategic Marketing Problems: Cases and Comments, 11th ed. (Upper Saddle River, NJ: Prentice Hall, 2007), pp. 275-86.